

Approved Audits/Applications Committee 1/5/09

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: FY 09 Convention and Events Marketing
RMI Roundup

Approval Requested

☒ **Final**

☐ **Preliminary**

Application Completed by: Jennifer Heintz

Need for the Project:

The Great Falls CVB would like to attend the 2009 RMI Roundup in Boise, Idaho. The tour bus industry is a big market for Great Falls. Tour operators enjoy our great attractions and accommodations. Since we are centrally located, we get a lot of tours passing through traveling between Yellowstone, Glacier, and Canada. We feel this tradeshow will be effective because of the opportunity to meet face to face with the tour operators. If this show is effective, we would like to start attending RMI on an annual basis. This is very important to build relationships with the tour operators and companies.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY09 by 6%
- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.
- 6) Attend at least two separate Convention and Event trade shows in FY09.

Portions of Marketing Plan supporting this project:

FY09 Goals #1, #3, #5

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET:

FY 09 Convention and Events Marketing

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Trade Show Expenses

Registration	\$495.00		\$495.00
Lodging	\$300.00		\$300.00
Air Transportation	\$500.00		\$500.00
Ground Transportation	\$25.00		\$25.00
Per Diem	\$100.00		\$100.00
Shipping of Materials	\$200.00		\$200.00
Miscellaneous	\$25.00		\$25.00

PROJECT TOTAL	\$1645.00		\$1645.00
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